EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Andrew Wright on 3/3/2011.

The application has been amended as follows:

Claim 14:

Line 7: please add "device" after "*additional display*" before "*is visually*"

Line 11: please add "plurality of" after "*and the*" before "*display devices are*"

Line 20: please delete "locations" before "*to view*" and replace with "first location and said at least one second location"

Line 26: please add "of the plurality of display devices" after "*a display device*"

Claim 20:

Line 2: please delete "a" after "*containing*" and replace with "the"

Claim 23:

Line 1: please delete "a" before "*plurality*" and replace with "the"

Claim 24:

Line 2: please delete "the" after "*between*" and replace with "a"

Claim 28:

Line 2: please delete "a" after "*generation of*" and replace with "the"

Allowable Subject Matter

2. **Claims 14-26 and 28** are allowed.

The following is an examiner's statement of reasons for allowance:

Regarding **claim 14**, the prior art of record does not disclose a "*a first display device which is located in a first location... one additional display device which is located in at least one second location... the plurality of display devices are arranged in a freely configurable order with respect to location, but are chronologically coordinated in timing with respect to each other, the chronological coordination of the display elements being set with a difference in time between a first point in time in which any one display element of the sequenced presentation is visible in said first location and a second point in time in which a sequentially next display element of the sequenced presentation is visible in said at least one second location that is equal to an average time it takes a viewer to travel between the first location and said at least one second location so as to enable the viewer traveling between said first location and said at least one second location to view the sequenced presentation in an essentially complete and continuous matter*".

The dependent **claims 15-26 and 28**, are allowed for at least the same reason indicated above.

Muoio et al. in US 6,670,934 discloses displaying a playlist of elements in different rooms, where two rooms can be showing the same playlist (*Figs. 3 and 12*) but fails to disclose the chronological coordination of the display elements being set with a difference in time between a first point in time in which any one display element of the

sequenced presentation "is visible in said first location and a second point in time in which a sequentially next display element of the sequenced presentation is visible in said at least one second location that is equal to an average time it takes a viewer to travel between the first location and said at least one second location so as to enable the viewer traveling between said first location and said at least one second location to view the sequenced presentation in an essentially complete and continuous matter" as described in claim 14. While it would be obvious that if a playlist is playing synchronously in two different rooms, when a viewer moves from one room to the other room, the displaying of a next element in the playlist would be chronologically coordinated with the display of a current element in the playlist, Muoio does not suggest to time the sequence according to an average time the viewer takes to travel from one room to another.

Takahashi in US 6,384,801 discloses multiple display devices which transmit a sequence of display elements on each based on detecting the velocity of a moving person in a path (*Fig. 1*) but fails to disclose the plurality of display devices arranged in a freely configurable order with respect to location, or the sequence of display based on average time (*Fig. 1, Takashi discloses detection of velocity to time the display sequence*) as described in claim 14. Furthermore, because Takahashi requires the displays to be in a path such that the velocity can be detected and the sequence timed accordingly, it would not be obvious to modify Muoio to detect the velocity of people moving among rooms, because there is not a prescribed path among rooms in Muoio. Nor does any other prior art discloses this feature.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to LILIANA CERULLO whose telephone number is (571)270-5882. The examiner can normally be reached on Monday to Friday 9AM-4PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Amr Awad can be reached on 571-272-7764. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Alexander S. Beck/
Supervisory Patent Examiner, Art Unit 2629

/L. C./
Examiner, Art Unit 2629